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Message Text

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PAGE 01 ROME 09385 071747Z
ACTION EUR-12

INFO OCT-01 ISO-00 PA-02 PRS-01 AID-05 /021 W
----------080043Z 100902 /64
R 071644Z JUN 77
FM AMEMBASSY ROME
TO SECSTATE WASHDC 5133
USIA WASHDC

UNCLAS ROME 9385

E.O. 11652 N/A
TAGS: SOPN, IT
SUBJ: AMBASSADOR GARDNER'S APPEARANCE ON TV SPECIAL ON MARSHALL PLAN

1. ON INITIATIVE OF AMBASSADOR, SPECIAL 50-MINUTE PROGRAM DEDICATED TO 30TH ANNIVERSARY OF MARSHALL PLAN WAS TRANSMITTED PRIME TIME SATURDAY NIGHT OVER CHRISTIAN-DEMOCRATIC ORIENTED TG-1.

2. TO STIMULATE RAI PROGRAM, AMBASSADOR CONTACTED ARRIGO LEVI, EDITOR LA STAMPA. LEVI AND RAI PICKED UP IDEA ENTHUSIASTICALLY AND RESULT WAS HIGHLY-PROFESSIONAL PRODUCT THAT MUST BE CONSIDERED DEFINITE PLUS FOR UNITED STATES HERE.

3. RAI PROGRAM CONSISTED OF INTERVIEWS WITH AMBASSADOR GARDNER; PCI DEPUTY AND MEMBER OF CENTRAL COMMITTEE, GIANCARLO PAJETTA; NOTED ECONOMIST AND REPUBLICAN SENATOR FRANCESCO COMPAGNA, AND PRIME MINISTER ANDREOTTI, INTERSPERSED WITH FILM FOOTAGE ON MARSHALL'S SPEECH, POST-WAR RECONSTRUCTION IN ITALY AND DE GASPERI ELECTORAL CAMPAIGNS.

4. EFFECTIVENESS OF PROGRAM HEIGHTENED BY FORTUITOUS COINCIDENCE SKILLFULLY EXPLOITED BY RAI: 1947 ALSO YEAR ANDREOTTI FIRST APPOINTED AS UNDERSECRETARY OF STATE IN THE OFFICE OF THE COUNCIL OF MINISTERS. ANDREOTTI AND GARDNER INTERVIEWED BY LEVI IN TWO
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SEPARATE SEGMENTS OF PROGRAM. ANDREOTTI IN EFFECTIVE PRESENTATIONS REINFORCED POINTS GARDNER MADE.

5. ONLY DISCORDANT NOTE SOUNDED BY PAJETTA WHO INSISTED IN RATHER FUMBLING RESPONSE THAT MARSHALL PLAN FURNISHED ECONOMIC BASIS FOR THE COLD WAR. PAJETTA'S ASSERTION EFFECTIVELY COUNTERED BY FILM FOOTAGE AND BY RAI NARRATOR'S UNDERLINING OF FACT THAT SOVIET

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UNION REJECTED US OFFER TO INCLUDE SOVIET UNION AND SATELLITES
IN EUROPEAN RECOVERY PROGRAM PLUS FACT THAT MARSHALL PLAN "NOT
DIRECTED AGAINST ANY COUNTRY OF POLITICAL DOCTRINE BUT DIRECTED
AGAINST HUNGER, POVERTY, DESPERATION AND CHAOS." QUOTE, IN FACT,
PICKED UP BY RAI FROM AMBASSADOR'S INTERVIEW.

6. DURING INTERVIEW AMBASSADOR MADE FOLLOWING POINTS:

(1) US MARSHALL PLAN AID LINKED TO EUROPEAN UNITY AND U.S.
CONTINUES TO SUPPORT EUROPEAN UNITY TODAY.

(2) NEW EFFORT NOW NECESSARY TO DEAL WITH INFLATION, UNEMPLOYMENT
AND TO PROVIDE ECONOMIC UNDERPINNINGS FOR FREEDOM IN INDUSTRIALIZED
WORLD.

(3) CONCEPT OF ECONOMIC COOPERATION NOW NEEDS TO BE BROADENED
TO INCLUDE THIRD WORLD.

(4) SOVIET UNION, WHICH REJECTED MARSHALL PLAN 30 YEARS AGO,
SHOULD COOPERATE IN EFFORTS TO HELP DEVELOPING WORLD THROUGH
AID AND TRADE MEASURES.

(5) WHEREAS U.S. WAS SOLE PROVIDER OF AID 30 YEARS AGO,
OTHER INDISTRUALIZED COUNTRIES AND OPEC MUST NOW DO THEIR SHARE.
GARDNER

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Automatic Decaptioning: X
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Concepts: PROPAGANDA, REPORTS, AMBASSADORS, TELEVISION BROADCASTING, PROGRAMS (PROJECTS)
Control Number: n/a
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Sent Date: 07-Jun-1977 12:00:00 am
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Disposition Approved on Date:
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Enclosure: n/a
Executive Order: N/A
Errors: N/A
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